

Message Text

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COMMERCE FOR BEWT/OEWTD (ABRAHAMSON)

E. O. 11652: N/A

TAGS: BEXP, CZ

SUBJECT: SYMPOMECH EXHIBIT (JUNE 28 - JULY 4,1975)

REF: A. STATE 039835

B. PRAGUE 210

BEGIN SUMMARY: SYMPOMECH ORGANIZERS HAVE RENEWED GENEROUS OFFER OF SUPPORT FOR U.S. CATALOG/TRADE OPPORTUNITY BOOTH AT FAIR (JUNE 28 - JULY 4,1975). GIVEN HIGH INTEREST OF CZECHOSLOVAK CONSTRUCTION INDUSTRY IN U.S. EQUIPMENT AND TECHNOLOGY, ESPECIALLY THAT USED IN FINISHING PHASES OF CONSTRUCTION, EMBASSY RECOMMENDS COMMERCE APPROVAL OF \$1,000 BUDGET TO FUND OFFICIAL U.S. PRESENCE AT FAIR. END SUMMARY.

1. ING. VLADIMIR MATEJKA, ORGANIZER OF SYMPOMECH, STRONGLY REITERATED ON APRIL 15 HIS PREVIOUS ASSURANCES CONCERNING SYMPOMECH SUPPORT FOR OFFICIAL U.S. PRESENCE AT FAIR AS DISCUSSED BY ABRAHAMSON AND FARRAND AT ECON/COMMERCIAL OFFICER CONFERENCE IN BERLIN. ACCORDING TO MATEJKA, A SMALL BOOTH COULD BE CONSTRUCTED TO OUR SPECIFICATIONS; SUBITABLE FURNITURE, CARPETING, ELECTRICITY AND PUBLICITY IN FAIR CATALOG PROVIDED --ALL FOR NO MORE THAN A TOKEN FEE. USG(COMMERCE AND EMBASSY) WOULD NEED TO FUND ONLY TRANSPORTATION
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OF EMBASSY E/COMM PERSONNEL, SALARY OF LOCALLY-HIRED

RECEPTIONIST AND HOSPITALITY COSTS. MATEJKA EVEN OFFERED TO PAY FOR HOTEL ACCOMODATIONS FOR EMBASSY PEOPLE BUT WE HESITATED TO CONSIDER THIS OFFER, AS WELL AS HIS OFFER OF RENTED FURNITURE AT STAND, AS PLACING USG IN AWKWARD POSITION.

2. AS PRESENTLY CONCEIVED, OUR MAIN EFFORT AT SYMPOMECH WOULD BE DIRECTED TOWARD COLLECTION OF TRADE OPPORTUNITIES FOR AND DISSEMINATION OF INFORMATION ON U.S. CONSTRUCTION INDUSTRY. WE WOULD HOPE TO HAVE A DISPLAY OF CATALOGS FROM AS MANY U.S. CONSTRUCTION FIRMS AS POSSIBLE. AS EMBASSY POINTED OUT EARLIER (REFTEL B), CZECHOSLOVAKIA HAS EXPERIENCED SEVERE DIFFICULTIES IN MEETING INTERNAL CONSTRUCTIONS NEEDS, PARTICULARLY IN FINISHING PHASES, ANDTHEREFORE THIS IS A PRIME AREA WHERE U.S. INDUSTRY COULD BENEFIT GREATLY FROM INCREASED EXPOSURE. MATEJKA EXPLAINED TO US THAT FOREIGN TRADE CORPORATIONS RESPONSIBLE FOR IMPORTS OF CONSTRUCTION EQUIPMENT TEND TO EXECUTE ORDERS JUST AS THEY ARE PLACED BY END-USERS TO A DEGREE PERHAPS UNMATCHED ELSEWHERE IN THE CZECHOSLOVAK FOREIGN TRADE APPARATUS. SINCE DIRECT ACCESS TO END-USERS (I.E., CONSTRUCTION ENTERPRISES AND DESIGN ESTABLISHMENTS) BY EITHER EMBASSY OR U.S. PRIVATE COMMERCIAL REPRESENTATIVES IS DIFFICULT AT BEST TO ACHIEVE IN CZECHOSLOVAKIA, SYMPOMECH WOULD SEEM TO OFFER AN EXCELLENT OPPORTUNITY AT MINIMUM COST FOR EMBASSY COMMERCIAL OFFICERS TO MAKE CONTACT WITH CONSTRUCTION/TECHNICIANS AND PLANNERS AT THE GROUND LEVEL. MATEJKA ALSO SAID THAT 100 MILLION CZECH CROWNS IN HARD CURRENCY HAD BEEN ALLOCATED FOR PURCHASE OF WESTERN-MADE CONSTRUCTION EQUIPMENT EITHER AT SYMPOMECH DIRECTLY OR AS A RESULT OF ORDERS SIGNED THERE.

3. OUR PRELIMINARY BUDGET ESTIMATES INDICATE THAT \$1,000 WOULD BE NEEDED FROM USDOC TO COVER EXPENSES FOR SERVICES NOT PROVIDED BY SYMPOMECH. THESE EXPENSES ARE BROKEN DOWN AS FOLLOWS:

PER DIEM FOR ONE FSO AND ONE FSL
(SIX DAYS) \$480.00
LOCAL RECEPTIONIST(SIX DAYS) 75.00
RENTAL OF FURNITURE AND TELEPHONE 150.00
REFRESHMENT FUND 80.00
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SMALL (OPTIONAL) RECEPTION
(FOR 75 PERSONS) 200.00
 .TOTAL --- \$985.00

(NOTE: TRANSPORTATION TO ZILINA FROM PRAGUE AND RETURN FOR TWO EMBASSY OFFICERS AND ONE LOCAL FOREIGN SERVICE LOCAL COMMERCIAL ASSISTANT CAN BE PAID FOR WITH EMBASSY TRAVEL FUNDS. AND THE SHIPMENT OF ALL CATALOGS, BROCHURES AND OTHER DISPLAY MATERIALS COULD BE ACCOMPLISHED BY EMBASSY TRUCK.)

4. IF, AS WAS AGREED UPON IN PRINCIPLE AT BERLIN, COMMERCE CAN APPROVE MINIMUM FUNDING REQUESTED ABOVE, WOULD BE GRATEFUL FOR USDOC/BEWT'S EARLY APPROVAL OF THIS TRADE PROMOTION SCHEME AND CONFIRMATION THAT FUNDS CAN BE MADE AVAILABLE. ON APPROVAL, WE SUGGEST THAT BEWT/TDAD IMMEDIATELY CONTACT ALL OF THE FIRMS THAT THE MATEJKA-LED DELEGATION VISITED IN THE U.S. LAST SUMMER AS WELL AS ANY OTHER MAJOR EQUIPMENT SUPPLIERS IN THE FINISHING PHASE OF CONSTRUCTION, TO SEND MULTIPLE SETS OF CATALOGS AND BROCHURES IMMEDIATELY TO EMBASSY FOR DISPLAY AT SYMPOMECH. AN APPROPRIATE ANNOUNCEMENT IN THE NEXT ISSUE OF "COMMERCE TODAY", SEEKING CATALOGS FROM A BROAD RANGE OF U.S. CONSTRUCTION EQUIPMENT FIRMS WOULD ALSO SEEM INDICATED.

5. IN OUR VIEW, BENEFITS TO BE REAPED FROM MODEST, BUT TASTEFUL, U.S. EXHIBIT AT SYMPOMECH, PARTICULARLY GIVEN THE EVIDENT GOODWILL ON PART OF FAIR ORGANIZERS, WOULD BE WELL ABOVE COST INVOLVED. WE SEE NO NEED FOR LARGE SHIPMENT EXPENSES, OR FOR PRESENCE OF AN INDUSTRY EXPERT OR INTERPRETER AS SUGGESTED REFTEL A, SINCE ALL EMBASSY PERSONNEL ATTENDING SYMPOMECH WOULD HAVE AT LEAST MINIMAL PROFICIENCY IN CZECH LANGUAGE. OF COURSE, IF TECHNICAL EXPERT IN U.S. CONSTRUCTION METHODS COULD BE PROVIDED BY INDUSTRY AT SMALL EXPENSE, HIS PRESENCE WOULD BE MOST WELCOME.

6. FYI: MATEJKA HAS OFFERED US SPACE IN WHAT APPEARS TO BE A CHOICE LOCATION, WITH AN ASSURED HIGH LEVEL OF VISITORS. OUR STAND WOULD BE THREE BY THREE METERS, DECORATED ACCORDING TO OUR DESIGN, AND WOULD BE FLANKED BY THE STANDS OF BLACK AND DECKER AND SNAP-ON TOOLS. WE WOULD SHARE WITH THEM A SIX BY SIX METER HOSPITALITY ROOM, SUITABLY FURNISHED.

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